

CARRIE KOMMERS

Culinary Marketing Professional

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310 469 2434



Employment

2011 - 2021



TABLE ONE MARKETING, Consultant

Culinary and tourism marketing consultant specializing in strategy, branding, partnerships, content and event development for culinary related businesses and destinations.

2007 - 2011



THE CULINARY AGENCY, Consulting Partner

Working with brands and talent to maximize the culinary landscape through marketing strategy, content development and representation.

2005 - 2007



LA TOURISM, Founding dineLA Director

Conceptualized and built restaurant marketing initiative for the City of Los Angeles, including creation of a bi-annual Restaurant Week event; development and management of website, e-communications, video content; production of industry and media events; management of sponsors, partners, and outside creative and PR agencies.

2004 - 2005



CULINARY ADVENTURES, Director of Marketing

Managed marketing efforts for Orange County-based fine dining restaurant group--overseeing advertising, collateral, website and e-communications; producing photo shoots; planning and executing new restaurant openings.

2000 - 2004



KOR HOTEL GROUP, Marketing Manager

Managed marketing and branding efforts of national boutique hotel group—overseeing outside advertising and branding agencies; developing collateral, promotional packages, branded gifts; managing company-wide marketing communications; overseeing still and virtual photo shoots and facilitating transition of new property acquisitions.

KATHY MORGAN INTERNATIONAL, Director of Marketing

Managed development of promotional and sales materials used for international film markets; coordinated premiers, screenings and distributor events.

Education

Scottsdale Culinary Institute—A.O.S. Culinary Arts and Sciences and Restaurant Management, 1996

California State University, Long Beach—B.A. English / Creative Writing, Cum Laude, 1995

PROFESSIONAL SKILLS



Written & Verbal Communication
Branding & Messaging
Digital Marketing
Traditional Marketing
Social Media
Content Management
Media Relations
Photo Shoot Management
Event Planning & Production
Project Management
Research & Analytics
Budgets & Planning

PROFESSIONAL HIGHLIGHTS



Hands-on experience creating programming and content that drove impressions and revenue

Worked closely with sponsors and media partners to tap into new audiences through innovative co-operative programming

Proven ability to collaborate across departments to successfully bring ideas to life

RELATED EXPERIENCE



Cooking School Director
Hotel PR coordinator
Editorial Assistant
Pastry Cook
Innkeeper
Catering Server

AFFILIATIONS



C-CAP LA, Board Member
Les Dames d'Escoffier, Past Co-President
CRA LA, Past Board Member